BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 12: Influencer Marketing
Learning aim(s)	**B:** Explore the use of influencer marketing within a specific market sector **C:** Develop an influencer brief and marketing plan for a specific organisation
Assignment title	Planning for influencer marketing
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your employer very much enjoyed reading your report on social media influencers. The organisation you work for has been approached by a new client: a personal trainer who wants to grow their online presence by 20% in the next six months. They specialise in exercise and diet programmes for busy office staff. Your employer wants you to take on the work.

Task	Your employer has asked you firstly to put together a portfolio of research, based on a current social media influencer marketing campaign in the fitness/wellbeing/diet industry, e.g. Kayla Itsines, Joe Wicks. This needs to include: • an explanation of the fundamental issues in influencer marketing within the fitness/wellbeing industry • a review and assessment, through a thorough examination of Kayla Itsines'/Joe Wicks' (or another influencer of your choice) marketing campaign in detail that meets set objectives, including the impact that this campaign has had. Now you know what an influencer marketing campaign can achieve, you have been asked to create an appropriate, effective, proficient and detailed influencer marketing plan for the personal trainer client. The plan needs to include: • relevant and clear objectives for the plan • target audience and demographics • key messages • network or platform • selection of appropriate influencer(s) • compensation model • method and format • schedule and timelines • resources required to deliver the plan • tasks and responsibilities.

	You then need to create an effective, proficient and detailed influencer brief. This needs to include: • purpose of the campaign • clear objectives • timing requirements • platform • content requirements • outputs • payment • people involved • background to the organisation • brand or product information • location for campaign look and style details.
Checklist of evidence required	• Market research portfolio • Influencer marketing campaign plan • Influencer brief
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
12/BC.D2	Create a proficient and detailed influencer brief and marketing plan, based on specific objectives and a thorough examination of a relevant influencer campaign.
12/B.M2	Assess an influencer marketing campaign in detail within a specific market sector that meets set objectives.
12/C.M3	Create an effective influencer marketing plan and influencer brief based on clear objectives.
12/B.P3	Explain fundamental issues in influencer marketing within a specific market sector.
12/B.P4	Review an influencer marketing campaign that meets set objectives.
12/C.P5	Create an appropriate influencer marketing plan for a specific organisation.
12/C.P6	Create an appropriate brief for the influencer.

Sources of information to support you with this Assignment	**Websites** https://digitalmarketinginstitute.com/en-gb/blog/9-of-the-biggest-social-media-influencers-on-instagram Biggest social media influencers www.facebook.com/business/success/sweat Kayla Itsines' sweat app campaign www.prweek.com/article/1443550/joe-wicks-body-coach-influencer-marketing-will-become-saturated Joe Wicks' influencer marketing campaign www.bbc.co.uk/news/technology-50418807 Social media influencers' incomes https://blog.hubspot.com/marketing/examples-of-influencer-marketing-campaigns Influencer marketing campaigns www.bigcommerce.co.uk/blog/influencer-marketing/ Influencer marketing blog www.socialmediaexaminer.com/how-to-plan-successful-influencer-marketing-campaign-9-steps/ How to plan an influencer campaign